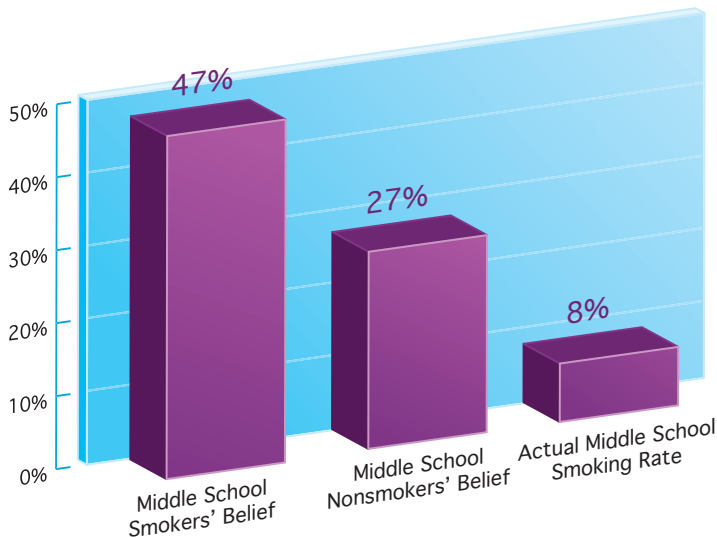


BELIEFS AND SOCIAL INFLUENCES

In general, nonsmokers have more negative attitudes and beliefs toward smoking than smokers. Indiana youth tend to overestimate peer smoking rates.

More needs to be done to counteract social influences on youth tobacco use, particularly influences from the media and tobacco industry promotional items.

I. Youth Beliefs About Peer Smoking

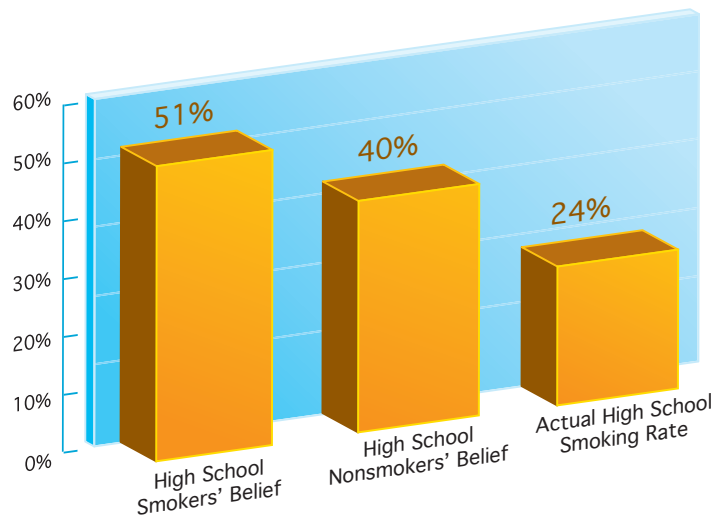


IA. MIDDLE SCHOOL STUDENTS' BELIEF ABOUT SMOKING PREVALENCE VS. ACTUAL MIDDLE SCHOOL SMOKING PREVALENCE, 2006

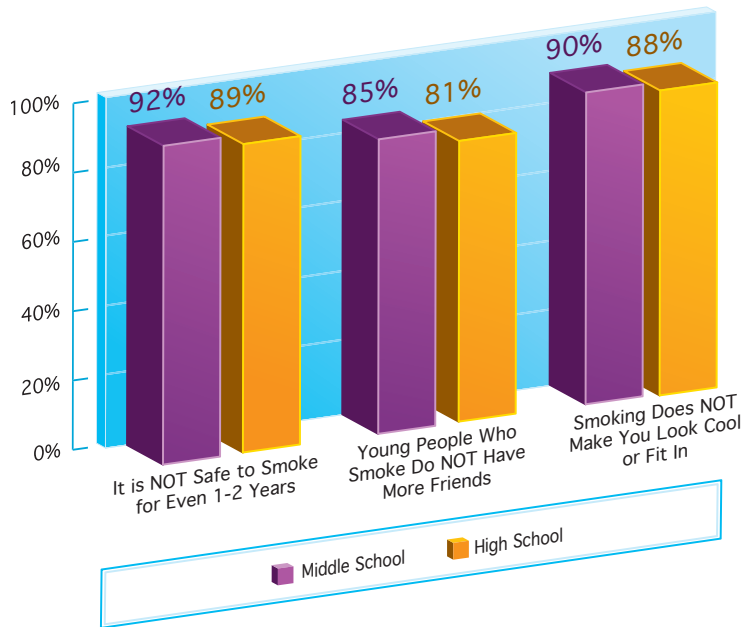
- In 2006, middle school nonsmokers estimated that 27% of students smoke cigarettes – more than 3 times the 2006 estimate of actual middle school smoking rates.
- Middle school smokers exaggerated the overestimation even more – they reported that 47% of students were smokers (more than 6 times the actual smoking rate).

IB. HIGH SCHOOL STUDENTS' BELIEF ABOUT SMOKING PREVALENCE VS. ACTUAL MIDDLE SCHOOL SMOKING PREVALENCE, 2006

- High school students were not immune to overestimating smoking rates: both smokers and nonsmokers said that between 40 and 50% of students were smokers – about 2 times the actual high school smoking rate.



II. Attitudes and Beliefs about Smoking

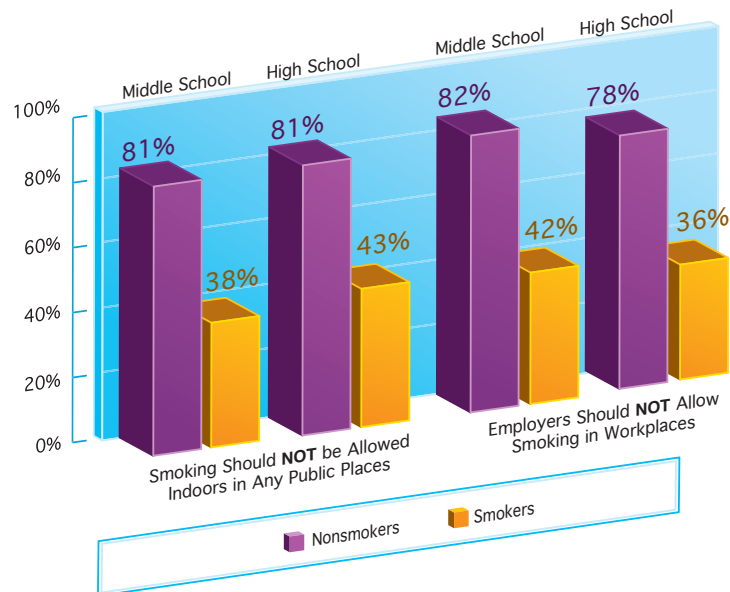


IIA. INDIANA MIDDLE AND HIGH SCHOOLERS' ATTITUDES ABOUT SMOKING: 2006

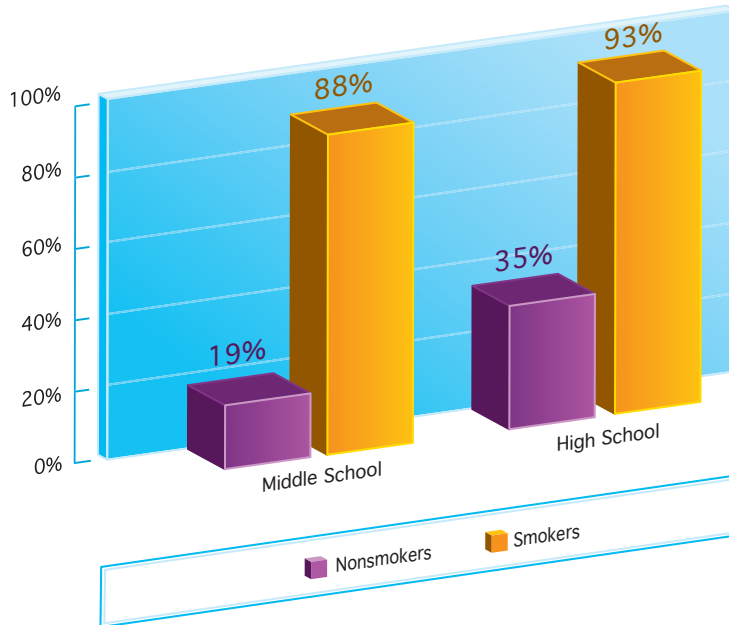
- Overall, Indiana middle and high school students have negative attitudes toward smoking, and they understand the dangers associated with tobacco use.
- Nonsmokers in both groups were more likely to express anti-tobacco attitudes than their smoking peers.
- About 9 in 10 nonsmokers had negative attitudes toward tobacco, compared with between 2/3 and 3/4 of smokers.

IIB. INDIANA MIDDLE AND HIGH SCHOOLERS' BELIEFS ABOUT SMOKE FREE AIR

- Overall, 78% of Indiana middle schoolers, and 68% of high school students believe that smoking should **NOT** be allowed in workplaces.
- 77% of Indiana middle schoolers and 72% of high school students believe that smoking should **NOT** be allowed in any public place.
- Among both middle and high school students nonsmokers were about twice as likely to say that smoking should **NOT** be allowed than current smokers.



III. Social Influences on Youth Smoking

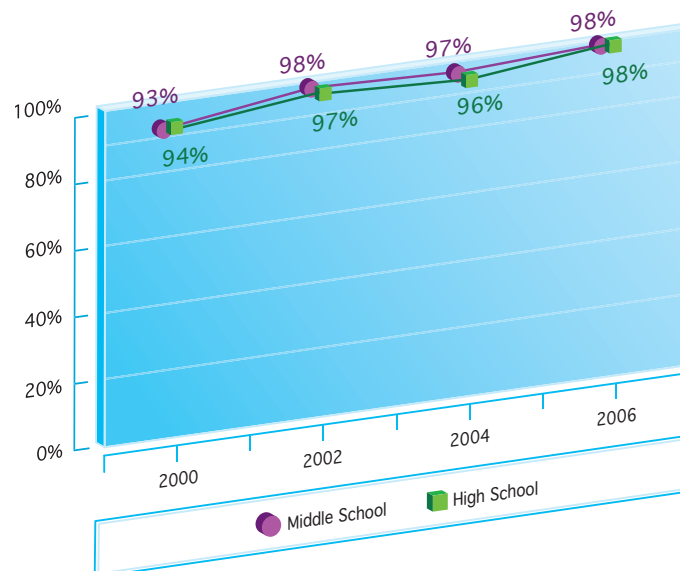


IIIA. INDIANA MIDDLE AND HIGH SCHOOLERS' HAVING ONE OR MORE SMOKING FRIEND: 2006

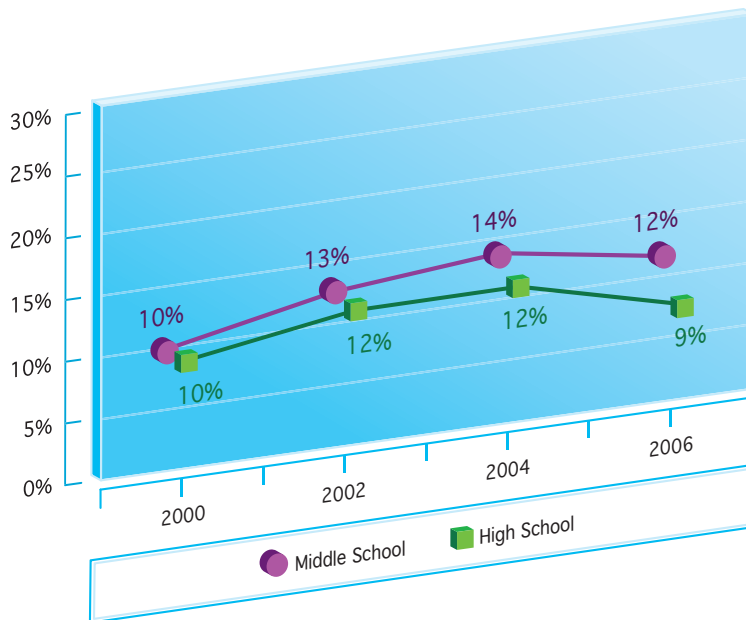
- While only 1 in 5 middle school nonsmokers, and just over 1 in 3 high school nonsmokers have a friend who smokes, about 9 in 10 middle and high school smokers have smoking friends.

IIIB. PERCENTAGE OF MIDDLE AND HIGH SCHOOL STUDENTS WHO HAVE SEEN ACTORS USING TOBACCO WHEN WATCHING TV/MOVIES, 2000 - 2006

- Nearly all Indiana middle and high school students report that they have seen an actor on TV or movies using tobacco, with a significant increase since 2000.



IV. Youth Activism



IVA. PERCENTAGE OF MIDDLE AND HIGH SCHOOL STUDENTS WHO PARTICIPATED IN A COMMUNITY ACTIVITY TO DISCOURAGE YOUTH TOBACCO USE IN THE PAST YEAR

- Slightly more middle school than high school students said they were involved.
- Fewer than 15% of middle or high school students said they had participated in an antitobacco event in the past year.
- Though there were slight increases in 2002 and 2004, they were not maintained in 2006.

Summary

Youth in Indiana continue to overstate peer smoking rates. In 2006, middle school nonsmokers overestimated actual youth smoking rates by more than three times, and smokers' believed that even more youth were smokers: they overestimated actual rates by nearly six times. High school students had similar misconceptions. In general, nonsmokers have more negative attitudes and beliefs toward smoking than smokers, but there has been little change in attitudes for any group over time. Though most Indiana youth hold negative attitudes toward tobacco, less than 15% have participated in an event to discourage youth tobacco use, and both middle and high schoolers still report having friends who smoke cigarettes. This may be in part to the influences of the tobacco industry and the image of smoking that is portrayed by the media – represented by the 98% of respondents who have seen actors using tobacco on screen.

To counteract the influence of friends and strong pro-tobacco messages through the media Hoosier youth are getting involved at the community level. Overall participation in community activities to discourage tobacco use among all seems low for all Indiana youth, as we know of thousands of youth that are passionate about fighting against tobacco in their schools and communities. There are other data that show that youth aware of Voice, Indiana's peer-led youth movement against tobacco, are 13 times more likely to have anti-tobacco beliefs.

For more information, visit www.itpc.in.gov for the full report on the Indiana Youth Tobacco Survey report.